REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

I.   STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1 and 4-15 are pending in this application. Claims 2 and 3 have been canceled without prejudice or disclaimer of subject matter. Claims 1, 4, 8, 9, 10, and 11 are independent. Claims 1, 4-6, and 8-14 are hereby amended. Support for this amendment is provided throughout the Specification as originally filed. No new matter has been introduced by this amendment. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which the Applicants are entitled.

II.   REJECTIONS UNDER 35 U.S.C. § 103(a)

Claims 1, 2, and 4-15 were rejected to under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,005,562 to Shiga et al. in view of U.S. Patent No. 6,025,837 to Mathews, III et al. and further in view of U.S. Patent No. 6,502,241 to Kretz et al.

Independent claim 1, as amended to recite the features of previous claim 2, recites, *inter alia*:

> "...wherein said program related information and said display related layout information are divided into <u>a first part that includes identification information for identifying said program related information and said display related layout information and a</u>

plurality of second parts, each composed of label data for
identifying a type of block data, size data, and the block data, and

wherein each of the plurality of second parts is further divided into
a third part composed of identification information for identifying
a type of second block data and second size data and a plurality of
fourth parts composed the second block data..." (emphasis added)

As understood by Applicants, U.S. Patent No. 6,005,562 to Shiga et al.

(hereinafter, merely "Shiga") relates to a technique for transmitting and receiving an electronic

programming guide (EPG), which identifies programs that are to be transmitted. The EPG data

includes image data representing image of reduced, less than normal, size to identify respective

programs.

As understood by Applicants, U.S. Patent No. 6,025,837 to Mathews, III et al.

(hereinafter, merely "Mathews") relates to an interactive entertainment system in which each

subscriber has a user interface unit that has a processor and memory. In the memory, an

electronic program guide is stored and is executable on the processor to organize programming

information that is descriptive of the programs supplied over the interactive entertainment

system. A hyperlink browser is also stored in memory and executable on the processor. These

hyperlinks are integrated as part of the electronic programming guide user interface.

As understood by Applicants, U.S. Patent No. 6,502,241 to Kretz et al.

(hereinafter, merely "Kretz") relates to a method for transmitting and receiving a database, e.g.

an electronic program guide. The database includes a plurality of program items. In order to

assist a user in retrieving wanted items, a menu structure is transmitted. (see abstract, emphasis

added)

Applicants submit that nothing has been found in Shiga, Mathews, or Kretz, taken

alone or in combination, that would disclose or suggest the above-identified features of claim 1.

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Specifically, none of the above-mentioned references teach or suggest that said program related information and said display related layout information are divided into a first part that includes identification information for identifying said program related information and said display related layout information and a plurality of second parts, each composed of label data for identifying a type of block data, size data, and the block data, and wherein each of the plurality of second parts is further divided into a third part composed of identification information for identifying a type of second block data and second size data and a plurality of fourth parts composed the second block data, as recited in claim 1.

Therefore, Applicants submit that claim 1 is patentable.

For reasons similar to, or somewhat similar to, those described above with regard to independent claim 1, amended independent claims 4, 8, 9, 10, and 11 are also believed to be patentable.

III.   DEPENDENT CLAIMS

The other claims are each dependent from one of the independent claims discussed above and are therefore believed patentable for at least the above-identified reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

CONCLUSION

In the event the Examiner disagrees with any of the statements appearing above with respect to the disclosures in the cited references, it is respectfully requested that the

Examiner specifically indicate the portion, or portions, of the reference, or references, providing

the basis for a contrary view.

In view of the foregoing amendments and remarks, it is believed that all of the

claims in this application are patentable and Applicant respectfully requests early passage to

issue of the present application.

Please charge any fees that may be needed, and credit any overpayment, to our

Deposit Account No. 50-0320.

Respectfully submitted,
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